

1. (Currently Amended) A system comprising
a receiver to receive a first broadcast stream having a first priority indicator associated with said first broadcast stream; and
the receiver receiving a separate second media having a second priority indicator, the receiver permitting automatic insertion of the second media or an indication of the second media into an audio or visual presentation of first broadcast stream without replacement of any meta data that may exist in the first broadcast stream based on a comparison of said first priority indicator and said second priority indicator, the automatic insertion or the indication preserving content of the first broadcast stream.
2. (Previously Amended) The system of claim 1 wherein the first and second priority indicators comprise numbers, letters, or symbols.
3. (Previously Presented) The system of claim 1 wherein the second media and the first broadcast stream are the same media.
4. (Previously Presented) The system of claim 1 wherein second media and the first broadcast stream are different media.
5. (Previously Presented) The system of claim 1 wherein an event triggers the second media insertion into the first broadcast stream.
6. (Previously Amended) The system of claim 5 wherein the event includes notification that an e-mail message has arrived.
7. (Previously Amended) The system of claim 1 wherein a signal needed to change the priority indicator of the media insertion is

programmed by a time mark, the time mark synchronizing the second media insertion with the first broadcast stream.

8. (Previously Presented) The system of claim 1 further wherein additional priority indicators are associated with the first broadcast stream using a pilot tone or watermark.

9. (Previously Amended) The system of claim 1 wherein the first and second priority indicators are assigned to the second media by a user of the system.

10. (Original) The system of claim 1 wherein the receiver is part of a television system or radio system.

11. (Currently Amended) A method of inserting media into a broadcast stream, the method comprising:

transmitting a first broadcast stream having a first priority indicator and a separate second media having a second priority indicator to a receiver of a broadcast system; and
automatically inserting the second media or an indication of the second media into an audio or video reproduction of the second media or an indication of the second media without replacement of any meta data that may exist in the first broadcast stream based on a comparison of the first priority indicator and the second priority indicator such that no content of the first broadcast stream is lost.

12. (Previously Amended) The method of claim 11 wherein the first and second priority indicators comprise numbers, letters, or symbols.

13. (Previously Presented) The method of claim 11 wherein the second media and the first broadcast stream are the same media.

14. (Previously Presented) The method of claim 11 wherein the second media and the first broadcast stream are different media.

15. (Previously Presented) The method of claim 11 wherein an event triggers the second media insertion into the first broadcast stream.

16. (Previously Amended) The method of claim 15 wherein the event includes notification that an e-mail message has arrived.

17. (Previously Presented) The method of claim 11 wherein a broadcaster may further assign a plurality of additional priority indicators to different segments of the first broadcast stream, the additional priority indicators embedded into the first broadcast stream using a pilot tone or watermark.

18. (Previously Presented) The method of claim 11 wherein a broadcaster may assign a plurality of additional priority indicators to different segments of the first broadcast stream based on a subdivision or geographic area, the additional plurality of priority indicators allowing broadcasters to sell advertising space for the particular subdivision or geographic area.

19. (Previously Presented) The method of claim 11 wherein a signal used to change the priority indicator of the media insertion is programmed by a time mark, the time mark synchronizing the second media insertion with the first broadcast stream.

20. (Currently Amended) A system comprising:

a receiver in the set-top box to receive a first broadcast stream having a first priority indicator; and

the receiver receiving a separate second media having a second priority, the receiver permitting insertion of the second

media or an indication of the second media into an audio or video reproduction of the first broadcast stream without replacement of any meta data that may exist in the first broadcast stream based on a comparison of the first priority indicator and the second priority indicator such that no content of the first broadcast stream is lost.

21. (Previously Amended) The system of claim 20 wherein the first and second priority indicators comprise numbers, letters, or symbols.

22. (Previously Presented) The system of claim 20 wherein the second media and the first broadcast stream are the same media.

23. (Previously Presented) The system of claim 20 wherein the second media and the first broadcast stream are different media.

24. (Previously Presented) The system of claim 20 wherein an event triggers the second media insertion into the first broadcast stream.

25. (Previously Amended) The system of claim 24 wherein the event includes notification that an e-mail message has arrived.

26. (Currently Amended) A machine-readable storage medium tangibly embodying a sequence of instructions executable by the machine to perform a method for inserting media into a broadcast stream, the method comprising:

transmitting a first broadcast stream having a first priority indicator associated with said first broadcast stream and a separate second media having a second priority indicator; and

inserting the second media or an indication of the second media into an audio or video reproduction of the first broadcast stream without replacement of any meta data that may exist in the

first broadcast stream based on a comparison of the first priority indicator and the second priority indicator, the second media is inserted such that no content of the first broadcast stream is lost.

27. (Previously Amended) The machine-readable storage medium of claim 26 wherein the first and second priority indicators comprise numbers, letters, or symbols.

28. (Previously Presented) The machine-readable storage medium of claim 26 wherein the second media and the first broadcast stream are the same media.

29. (Previously Presented) The machine-readable storage medium of claim 26 wherein the second media and the first broadcast stream are different media.

30. (Previously Presented) The machine-readable storage medium of claim 26 wherein an event triggers the second media insertion into the broadcast stream.

31. (Previously Amended) The machine-readable storage medium of claim 30 wherein the event includes notification that an e-mail message has arrived.

32. (Previously Presented) The machine-readable storage medium of Claim 26 wherein a broadcaster may assign a plurality of additional priority indicators to different segments of a the first broadcast stream, the additional priority indicators embedded into the first broadcast stream using a pilot tone or watermark.

33. (Previously Presented) The machine-readable storage medium of Claim 26 wherein a broadcaster may assign a plurality of additional priority indicators to different segments of the

first broadcast stream based on a subdivision or geographic area, the plurality of additional priority indicators allowing broadcasters to sell advertising space for the particular subdivision or geographic area.

34. (Previously Amended) The machine-readable storage medium of Claim 26 wherein priority indicators are assigned to the second media by a local user of the system.

35. (Previously Withdrawn)

36. (Currently Amended) A method of inserting media into a broadcast stream, the method comprising:

transmitting a first broadcast stream including a plurality of programs wherein each of said plurality of programs has an associated priority indicator;

transmitting a separate second media including a second media priority indicator;

automatically inserting the second media or an indication of the second media without replacement of any meta data that may exist in the first broadcast stream based on a comparison of said associated priority indicators of said plurality of programs in said first broadcast stream and said second media priority indicator; wherein said second media is presented such that no content of the first broadcast stream is lost.